

**FOR IMMEDIATE RELEASE**  
October 20, 2003

## **UFI Membership Diversifies Spreading the Organization's Quality Standards**

35bis, rue Jouffroy-d'Abbans  
F-75017 Paris, France

T: +33 (0)1 42 67 99 12  
F: +33 (0)1 42 27 19 29

E: [info@ufi.org](mailto:info@ufi.org)  
[www.ufi.org](http://www.ufi.org)

VAT Number:  
FR 46.784.697.484

**Cairo/Paris:** Meeting in Cairo on October 20, UFI – The International Association of the Exhibition Industry, voted to admit 24 candidates to UFI membership and granted the UFI quality approved label to 32 international exhibitions organized and managed by UFI members.

Ruud van Ingen, newly elected UFI President, stated that, “opening UFI to a broader spectrum of senior-level professionals in the trade fair industry is a priority of my mandate. But making the UFI approved label an internationally recognized quality criteria for event selection by exhibitors is a close second!”

The association represents all sectors of the exhibition industry: from show organisers to exhibition centres, to partners of the industry. A unique forum, UFI brings together international and national industry associations, research centres, statistics and auditing organizations on a regular basis to examine issues and topics of relevance to all concerned.

UFI is present in 74 countries in 154 cities on 5 continents. Its 248 member organisations represent over 4000 of the world's leading trade fairs exhibitions. 118 UFI members operate exhibition centres. UFI counts 37 professional associations and 11 industry partners among its members.

Vincent Gérard, UFI Managing Director, highlighted the UFI's role by saying, “we work at ensuring that globally the interests of our industry are out front with those of other marketing media. Exhibitions are still the number one opportunity for buyers to efficiently and effectively meet their purchasing objectives.”

\*\*\*\*\*

*Attachment: List of newly approved UFI members and UFI approved events.*

**For more information please contact:**

Ms Lili Eigl, UFI Manager Communications  
35bis, rue Jouffroy-d'Abbans, F-75017 Paris  
phone: +33 (0)1 42 67 99 12  
Email : [lili@ufi.org](mailto:lili@ufi.org)    [www.ufi.org](http://www.ufi.org)

## New UFI Members and Approved Events - 2003

### 3 Owners/Managers of Exhibition Centres

- Villa Erba S.p.A. CERNOBBIO/COMO (Italy)
- China Hi-tech Fair Exhibition Centre SHENZHEN (PR China)
- Royal Dutch Jaarbeurs UTRECHT (The Netherlands)

### 3 Associations

- China Association for Exhibition Center BEIJING (PR China)
- Balkan Exhibition Union NOVI SAD (Serbia-Montenegro)
- Bulgarian Association of the Exhibition Organizers PLOVDIV (Bulgaria)

### 9 Exhibition Organizers and their Approved Events \*

COMPANY	NAME OF THE EVENT	FREQUENCY	DATE	INVESTIGATOR
<b>Banjalucki Sajam</b> BANJA LUKA (Bosnia-Herzegovina)	<b>GRAMES</b> International Exhibition of Civil Engineering	annual	11-15.03.03	Aleksandar <b>Andrejevic</b> , NOVI SAD
<b>Adriatic Fair</b> BUDVA (Serbia-Montenegro)	<b>International Food Fair</b>	annual	25-28.03.03	Aleksandar <b>Andrejevic</b> , NOVI SAD
<b>Qatar Expo</b> DOHA (Qatar)	<b>Doha Motor Show</b>	annual	27-31.01.03	Hisham <b>El-Haddad</b> , AUIEC, CAIRO
<b>Rosinex International Exhibitions</b> MOSCOW (Russia)	<b>Moscow Clocks and Watches Interior</b>	annual	04-08.11.02	Igor <b>Denissow</b> , EXPOCENTR, MOSCOW
<b>Export Promotion Council for Handicrafts</b> NEW DELHI (India)	<b>Indian Handicrafts &amp; Gifts Fair</b>	twice/year	13-16.10.03 04-07.03.04	<i>Dispensed with the investigation</i>
<b>CJSC Kuzbass Fair</b> NOVOKUZNETSK (Russia)	<b>International Trade Fair for Mining Technologies (Ugol Rossii &amp; Mining")</b>  <i>30% joint venture event with Messe Düsseldorf</i>	annual	03-06.06.03	<i>Dispensed with the investigation</i>
<b>Exponor Brasil Ltda.,</b> SAO PAULO (Brasil)	<b>Textilhome</b> International Household Textiles and Decoration Exhibition	annual	14-17.08.03	Rafael <b>Talavera</b> , LIMA
	<b>Sior</b> International Jewellery, Gold and Watch Exhibition	annual	16-18.05.03	<i>Dispensed with the investigation</i>
<b>KOTRA</b> SEOUL (South Korea)	<b>Seoul International Food Exhibition</b>	annual	22-25.04.03	Lili <b>Eigl</b> , UFI Headquarters, PARIS
<b>Welser Messe International GmbH</b> WELS (Austria)	<b>ÖKA &amp; ÖKONDA</b> Austrian Fair for Bakery and Pastry	every 2 years	17-21.05.03	Mathias <b>Treinen</b> , LUXEMBOURG

## 22 International Events organized by 11 Existing UFI Member Organizers

NAME OF THE EVENT	MEMBER ORGANIZER	FREQUENCY	DATE
<b>Asian Expo</b> ( <i>in London</i> )	<b>Kenfair International</b> HONG KONG (PR China)	annual	06-09.02.04
<b>International Defense Industry Exhibition</b> <b>MSPO</b>	<b>Kielce Trade Fairs Ltd.</b> KIELCE (Poland)	annual	02-05.09.03
<b>Alimentaria Lisboa</b> International Food Exhibition	<b>Feira Internacional de Lisboa</b> LISBON (Portugal)	every 2 years	06-10.04.03
<b>Expoambiente</b> International Exhibition of Environmental Technology, Energy, Natural Gas	<i>idem</i>	every 2 years	05-09.11.03
<b>MMA</b> , composed of MANTEC, METALMAQ and AUTOMAC (Industrial Maintenance and Technology; Metal, Machinery and Tools; Automation, Industrial Control and Systems)	<i>idem</i>	every 2 years	05-09.11.03
<b>Nauticampo</b> International Exhibition of Boating, Camping, Caravanning and Sport	<i>idem</i>	annual	23-02-03.03.03
<b>SEGUREX</b> International Exhibition for Prevention and Safety	<i>idem</i>	every 2 years	26-29.03.03
<b>SIMAC</b> International Exhibition of Materials, Machinery and Equipment for the Construction	<i>idem</i>	annual	15-19.05.03
<b>SIROR</b> International Exhibition of Natural Stones	<i>idem</i>	annual	15-19.05.03
<b>TEKTONIKA</b> International Building and Construction Fair	<i>idem</i>	annual	07-11.05.03
<b>AGROPRODMASH</b> Machinery and Equipment for Agroindustrial Complex	<b>JSC EXPOCENTR</b> MOSCOW (Russia)	annual	06-10.10.03
<b>SVIAZ-EXPOCOMM</b> Telecommunications, Computers and Office Equipment	<i>idem</i>	annual	12-16.05.03
<b>CEREALS EXHIBITION</b>	<b>Marketing Center "EXPOKHLEB"</b> MOSCOW (Russia)	annual	10-13.02.04
<b>INTERLAKOKRASKA</b> International Specialized Exhibition & Conference for Paints & Varnishes, Raw Materials, Industrial and Laboratory Equipment	<b>MAXIMA</b> MOSCOW (Russia)	annual	12-15.03.03

<p><b>PIVO, GASTRO, BAKERY</b> International Exhibition of Beer and Brewing; Food Products and Technologies, Bread and Bakery Products</p>	<p><b>International Fair</b> PLODIV (Bulgaria)</p>	<p>annual</p>	<p>10-15.05.04</p>
<p><b>ALIMENTACAO</b> International Food Exhibition</p> <p><b>PUBLIMEETING</b> Iberian Publicity, Communication and Image Fair</p>	<p><b>Exponor</b> PORTO (Portugal)</p> <p><i>idem</i></p>	<p>every 2 years</p> <p>annual</p>	<p>31.03-04.04.04</p> <p>11-14.09.04</p>
<p><b>SIGEP</b> International Exhibition for the Artisan Production of Ice Cream, Pastry, Confectionery and Bakery</p>	<p><b>Rimini Fiera S.p.A.</b> RIMINI (Italy)</p>	<p>annual</p>	<p>17-21.01.04</p>
<p><b>JUNWEX</b> International Exhibition on Jewellery, Gold and Silverware and Watches</p>	<p><b>RESTEC Exhibition Company</b> SAINT-PETERSBURG (Russia)</p>	<p>annual</p>	<p>11-15.02.04</p>
<p><b>KOSIGN</b> Korea Sign &amp; Design Show</p> <p><b>SIBA</b> Seoul International Bakery Fair</p> <p><b>SIPREMIUM</b> Seoul International Premium &amp; Household Goods show</p>	<p><b>COEX Convention &amp; Exhibition</b> SEOUL (Korea)</p> <p><i>idem</i></p> <p><i>idem</i></p>	<p>annual</p> <p>every 2 years</p> <p>annual</p>	<p>November 2004</p> <p>October 2005</p> <p>25-28.02.04</p>

## 9 Partners of the Exhibition Industry

- New Generation Network GmbH NGN
- Brno Inn Co.
- Centrumsped Brno Ltd.
- Expo Data Ltd.
- m+a Verlag für Messen,  
Ausstellungen und Kongresse GmbH
- ICM d.o.o.
- Mash Media Group Ltd.
- Expoconsta
- Ungerboeck Systems International

BERLIN (Germany)  
BRNO (Czech Republic)  
BRNO (Czech Republic)  
BRNO (Czech Republic)

FRANKFURT AM MAIN (Germany)  
GRIZE (Slovenia)  
LONDON (Great Britain)  
MOSCOW (Russia)  
ST. CHARLES, MO (USA)